

WELLNESS STUDY

PURESEA® SEAWEED DEMONSTRATES BROAD BENEFITS FOR HEALTH & WELLNESS IN WOMEN.

Study Design

A nutritionist led study* was carried out on 37 participants over 30 days with the aim to examine the benefits of taking PureSea® seaweed supplements (500mg of PureSea® daily) as a natural whole-food source of iodine, and reporting the benefits via a self-assessment questionnaire.

The study was conducted exclusively on females, from varied backgrounds and with standard British diets. 78% of participants ages ranged between 40—59 years.

Iodine sufficiency was determined at the start of the study via a food intake questionnaire. All participants showed daily iodine intake well below the recommended amount of 150µg; the average iodine intake was 75µg (a high of 131µg, and a low of 23µg). According to market research, this data reflects the majority of diets in the UK and across Europe.

The research indicates that incorporating PureSea® seaweed into the daily diet can yield significant improvements in health and appearance in a relatively short time period.

Additionally, research shows that 88% of consumers surveyed have a positive perception of seaweed, seeing it as good for them!



Study Findings

In just 30 days, the participants reported the following:



70% Improvement in their energy levels...



63% Improvement in their concentration...



63% Improvement in their appearance and the quality of their nails...



60% Improvement in the appearance and health of their hair.

Study Results

The study highlighted the significant potential of PureSea® seaweed as an ingredient to naturally enhance overall health, with a particular emphasis on improved concentration, energy levels, and hair and nail health.

**Study led by nutritionist Sarah-Jane Hall BSc (Hons) MSc ANutra. Awaiting publication*

What is PureSea®?

PureSea® is an organic, plant-based, natural source of iodine. It delivers natural health and wellness through gold-standard sustainable seaweed, sourced in the pristine Scottish Outer Hebrides and carefully processed using proprietary technologies. It is a well researched product backed by science, and many independent studies, and allows up to **six different EFSA Health Claims** relating to natural iodine source supporting normal:

- Thyroid function
- Energy yielding metabolism
- Cognitive health
- Skin maintenance
- Functioning of the nervous system
- Growth in children